



**BILLING CODE: 3410-30-P**

**DEPARTMENT OF AGRICULTURE**

**Agency Information Collection Activities; Proposed Collection; Comment Request -  
Generic Clearance for the Development of Nutrition Education Messages and  
Products for the General Public**

**AGENCY:** Center for Nutrition Policy and Promotion, USDA.

**ACTION:** Notice.

**SUMMARY:** In accordance with the Paperwork Reduction Act of 1995, this notice invites the general public and other public agencies to comment on a proposed information collection. This is an extension of a currently approved collection. Burden hours have not changed. This notice announces the Center for Nutrition Policy and Promotion's (CNPP) intention to request the Office of Management and Budget's approval of the information collection processes and instruments to be used during consumer research while testing nutrition education messages and products developed for the general public. The purpose for performing consumer research is to identify consumers' understanding of potential nutrition education messages and obtain their reaction to prototypes of nutrition education products, including Internet-based tools. The information collected will be used to refine messages and improve the usefulness of

products as well as aid consumer understanding of current *Dietary Guidelines for Americans* and related materials (OMB No.: 0584-0523, Expiration Date 12/31/2012).

**DATES:** Written comments on this notice must be submitted on or before [insert date that is 60 days after publication in the FEDERAL REGISTER].

**ADDRESSES:** Comments are invited on (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (c) ways to enhance the quality, utility and clarity of the information collected; and (d) ways to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Comments may be sent to Colette Rihane, Director, Nutrition Guidance and Analysis Division, Center for Nutrition Policy and Promotion, U.S. Department of Agriculture, 3101 Park Center Drive, Room 1034, Alexandria, VA 22302. Comments may also be submitted via fax to the attention of Colette Rihane at 703-305-3300 or via email to [DietaryGuidelines@cnpp.usda.gov](mailto:DietaryGuidelines@cnpp.usda.gov). Comments will also be accepted through the Federal eRulemaking Portal. Go to <http://www.regulations.gov> and follow the online instructions for submitting comments electronically.

All written comments will be open for public inspection during regular business hours (8:30 a.m. to 5:00 p.m., Monday through Friday) at the Center for Nutrition Policy and

Promotion's main office located at 3101 Park Center Drive, Room 1034, Alexandria, Virginia 22302.

All responses to this notice will be summarized and included in the request for Office of Management and Budget approval. All comments will also become a matter of public record.

**FOR FURTHER INFORMATION CONTACT:** Requests for additional information should be directed to Colette Rihane at 703-305-7600.

**SUPPLEMENTARY INFORMATION:**

Title: Generic Clearance for the Development of Nutrition Education Messages and Products for the General Public

OMB Number: 0582-0523

Expiration Date: December 31, 2012

Type of Request: Extension of a currently approved information collection

Abstract: The Center for Nutrition Policy and Promotion (CNPP) of the U.S. Department of Agriculture (USDA) conducts consumer research to identify key issues of concern related to the understanding and use of the *Dietary Guidelines for Americans* as well as the effort and tools used to help implement the *Dietary Guidelines*. Some implementation efforts were previously known as the *MyPyramid Food Guidance System* (OMB 0584-0535 exp. July 31, 2012). The *Dietary Guidelines*, a primary source of dietary health information, are issued jointly by the Secretaries of USDA and Health and Human Services (HHS) every five years (the National Nutrition Monitoring and Related Research Act of 1990 [7 U.S.C. 5341]). The *Dietary Guidelines* serve as the cornerstone of Federal nutrition policy and form the basis for nutrition education efforts (nutrition messaging and

development of consumer materials) of these agencies. The intent of the *Dietary Guidelines* is to provide advice for Americans ages two years and over about food choices that help to promote health and prevent disease. The *2010 Dietary Guidelines for Americans* includes USDA Food Pattern recommendations about what and how much to eat. To communicate the *2010 Dietary Guidelines for Americans*, USDA established a comprehensive communications initiative which includes the MyPlate icon; a website designed for professionals and consumers, ChooseMyPlate.gov; and a variety of professional and consumer resources. The MyPlate icon emphasizes the five food groups to remind Americans to eat more healthfully. The ChooseMyPlate.gov website includes resources for both consumers and professionals to promote federal dietary policy and the USDA Food Pattern recommendations to the public. This effort is critical to CNPP's mission, and it fulfills requirements of the Government Performance and Results Act of 1993 (31 U.S.C. 9701). Information collected from consumer research will be used to further develop the *Dietary Guidelines* and related communications. These may include: (1) Messages and products that help general consumers make healthier food and physical activity choices; (2) Additions and enhancements to ChooseMyPlate.gov; and (3) Resources for special population groups that might be identified. USDA will be assisting HHS in the upcoming Dietary Guidelines revision cycle for producing the *2015 Dietary Guidelines for Americans*. With the potential for revised or new recommendations, the possibility for developing new messages, materials and tools also exists.

CNPP works to improve the health and well-being of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. CNPP has among its major functions the development and coordination of

nutrition policy within USDA and is involved in the investigation of techniques for effective nutrition communication. Under Subtitle D of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (7 U.S.C. 3171-3175), the Secretary of Agriculture is required to develop and implement a national food and human nutrition research and extension program, including the development of techniques to assist consumers in selecting food that supplies a nutritionally adequate diet. Pursuant to 7 CFR 2.19(a)(3), the Secretary of Agriculture has delegated authority to CNPP for, among other things, developing materials to aid the public in selecting food for good nutrition; coordinating nutrition education promotion and professional education projects within the Department; and consulting with the Federal and State agencies, the Congress, universities, and other public and private organizations and the general public regarding food consumption and dietary adequacy.

The products for these initiatives will be tested using qualitative and possibly quantitative consumer research techniques, which may include focus groups (with general consumers or with specific target groups such as low-income consumers, children, older Americans, educators, students, etc.), interviews (i.e., intercept, individual, diads, triads, usability testing, etc.), and Web-based surveys. Information collected from participants will be formative and will be used to improve the clarity, understandability, and acceptability of the resources, messages and products. Information collected will not be nationally representative, and no attempt will be made to generalize the findings to be nationally representative or statistically valid.

Affected Public: Individuals and Households

Estimated Number of Respondents: 57,000

Estimated Number of Responses per Respondent: One

Estimated Time per Response: 12.63 minutes

Estimated Total Annual Burden on Respondents: 12,004 hours

### Estimation of Burden Hours

(a) Affected Public	(b) Survey Instruments	(c) No. Respondents	(d) Frequency of Responses	(e) Est. Total Annual Responses per Respondent (cxd)	(f) Hours Per Response	(g) Total Burden (exf)
<b>Reporting Burden</b>						
Individuals & Households	Focus Group Screeners	7,500.00	1.00	7,500.00	0.25	1,875.00
	Interview Screeners	7,500.00	1.00	7,500.00	0.25	1,875.00
	Focus Groups	500.00	1.00	500.00	2.00	1,000.00
	Interviews	500.00	1.00	500.00	1.00	500.00
	Web-based Collections	20,000.00	1.00	20,000.00	0.25	5,000.00
	Confidentiality Agreement	21,000.00	1.00	21,000.00	0.08	1,753.50
<b>Total</b>		<b>57,000.00</b>	<b>1.00</b>	<b>57,000.00</b>	<b>32.00</b>	<b>12,003.50</b>

\_\_\_\_\_  
Rajen Anand  
Executive Director  
Center for Nutrition Policy and Promotion

June 21, 2012\_  
Date

[FR Doc. 2012-18069 Filed 07/23/2012 at 8:45 am; Publication Date: 07/24/2012]